Wine Industry Metrics - Winery Database - March 2013

Wines Vines Analytics

Production at U.S. Wineries Increases 6% in 2012

Our ongoing research with U.S. wineries allows us to track production levels for each winery. We're seeing production growth generated by new winery openings along with increased volume at existing wineries. In addition to annual cases produced, the WinesVinesDATA winery database captures average bottle price (ABP) for wineries. Extending ABP to winery production level, we are able to calculate a weighted average bottle price for county, region or state.

Winery Database »	Month
March 2013	7,525
March 2012	7,392

U.S. Winery Production - Leading States
Source: WinesVinesDATA Online Marketing System

	Annual Production Level Cases (million)		Winery Count	Average Bottle Price
	2012	2013		
California	280.0	289.0	3,541	$8.31
New York	20.2	21.1	312	$4.55
Washington	11.3	11.6	680	$18.27
Oregon	3.1	3.4	542	$27.23
Texas	1.6	1.8	209	$13.52
Virginia	0.7	0.7	28	$18.29
Other States	11.1	11.5	2,213	$14.05
All U.S.	328.0	339.0	7,525	$8.83

Notes:

- 2013 estimate
- Average Bottle Price is weighted by production level for each winery
- NY weighted ABP is pulled down by Canandaigua (Constellation) and Mogen David (The Wine Group) volumes

Confirming our production figures, the year-end TTB 2012 Statistical Report on Wine shows that the volume of still and sparkling wine produced increased 6% to 327 million cases for 2012.

Copyright © 2001-2016 by Wine Communications Group, Inc. All Rights Reserved.

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

info@winesandvines.com

Copyright © 2001-2016 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.